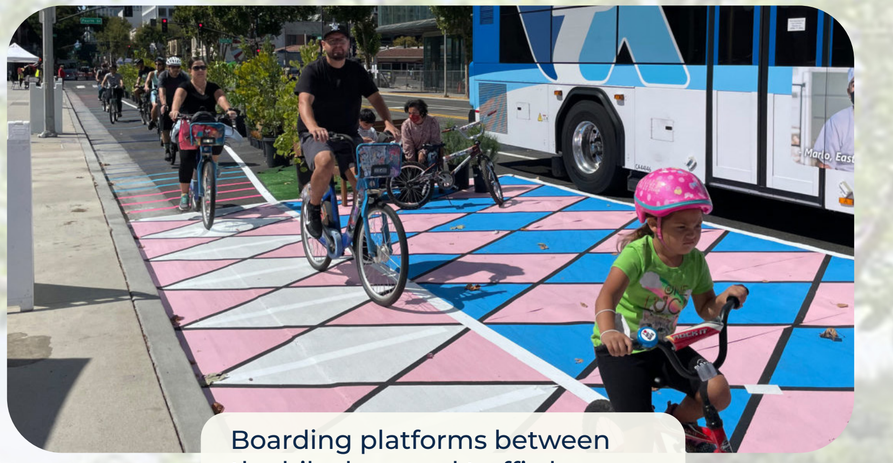
RECOGNIZABLE CARE IN UNLIKELY LANDSCAPES: THE CENTRAL BIKEWAY *San José and Santa Clara, California*

Emily Duchon, Principal Project Manager, Jacobs

As an undergraduate and graduate student at SNRE, Emily Duchon did not expect to spend her career focused on some of the least romanticized landscapes imaginable: hot urban arterials, concrete flood control channels. Yet Joan Nassauer's work and teaching have proven just as relevant in these engineered environments as in the natural systems that originally inspired her. Duchon's work focuses on creating comfortable, safe and welcoming places for people to walk, bike and take transit. Many of her projects seek to reclaim space from cars for protected bike lanes, wider sidewalks, urban tree canopy and green infrastructure. While these changes provide environmental benefits such as reduced greenhouse gas emissions, urban cooling, and improved public health, they often challenge established expectations.

For many people, the first reaction is to see what is being taken away – vehicle capacity or expected travel patterns – not what is being gained. Professor Nassauer's concept of "cues to care" has shaped how she thinks about this challenge. Transportation agencies increasingly rely on low cost quick-build projects to create space for walking and bicycling. While effective at reallocating roadway space, these projects can look temporary and unfinished. Professor Nassauer's work reminds us that communities ultimately sustain or reject interventions based not only on their function but also on how they are perceived.

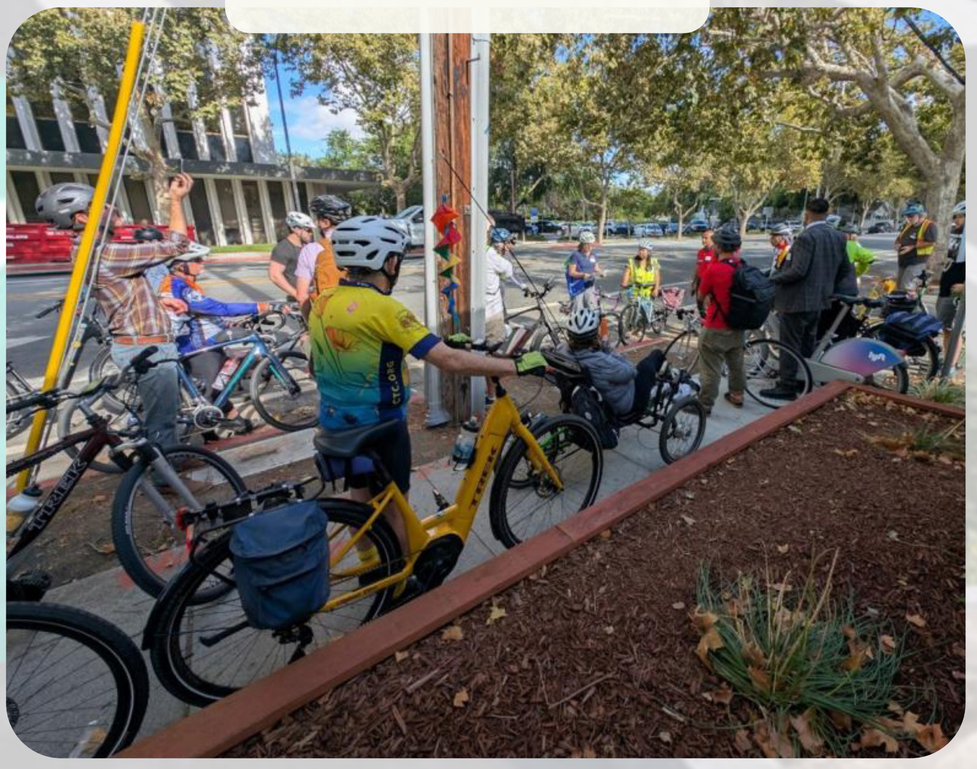
One project example that demonstrates this principle is the Central Bikeway project, a 10-mile bike superhighway in California's Bay Area. From the outset, the lead public transportation agency supported funding the kinds of design elements that signal care: high-quality materials, landscaping, shade, green infrastructure, and a thoughtful user experience. These features do more than improve aesthetics. They communicate that people walking and biking deserve the same level of investment and consideration traditionally afforded to motor vehicles. According to Principal in Charge Emily Duchon, "Her work helped me understand that sustainability is not achieved through function alone. As I shepherd the Central Bikeway through final design, I continue to apply Joan's central lesson that lasting sustainable change requires alignment between environmental function and community perception."



Boarding platforms between the bike lane and traffic lanes provide safe waiting areas for transit customers



Addition of green infrastructure allows for urban cooling and improved public health



THEY ARE DIRECT

Bicycle superhighways have a **regional focus** to help people to travel farther by bike, no matter the time or day.

You can count on it!

The Central Bikeway is a 10-mile route through San José and Santa Clara that can one day be extended to connect to destinations in Sunnyvale and up the Peninsula.

THEY ARE ACCESSIBLE

Bicycle superhighways **ensure connections** from communities to key destinations like work, school, or the grocery store.

You can take it where you need to go!

The Central Bikeway will provide access to schools, parks, regional transit stations (BART and Caltrain), and commercial destinations, connecting you with the places you want and need to visit.

THEY ARE DEDICATED & EFFICIENT

Bicycle superhighways use **high-quality design features** to create a route that is mostly separated from automobiles and includes features to **minimize delay** for people riding bikes.

You're the priority!

The Central Bikeway will have a physical barrier–using landscaping and a tree-lined buffer–between you and the road to make you feel safe. At intersections, raised crossings and bike signals will give you priority to keep you moving safely and efficiently.

THEY ARE ATTRACTIVE

Bicycle superhighways provide a **positive** and **safe** user experience.

They're easy to use!

The Central Bikeway will include amenities such as shade trees, shade structures, water fountains, secure bike parking, directional signage, and a consistent design theme so that you know where you're going and what's coming up next.

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Design With Care: Joan Nassauer and the Importance of Ecological Design, Aesthetics and Management

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